

retrieving heuristic rules associated with the subscriber interactions, wherein the heuristic rules associate the subscriber interactions to characteristics about the subscriber that are not directly related to the interactions; and

applying the heuristic rules to the subscriber interactions in order to generate the subscriber profile, wherein the subscriber profile identifies characteristics about the subscriber that are not directly related to the interactions.

47. canceled

52. (Amended) [The] A method [of claim 46] for monitoring a subscribers interactions with advertisements in order to generate a subscriber profile, the method comprising:
monitoring subscriber interactions to advertisements presented;
retrieving heuristic rules associated with the subscriber interactions, wherein the heuristic rules associate the subscriber interactions to characteristics about the subscriber and predict demographic characteristics about the subscriber, and
applying the heuristic rules to the subscriber interactions in order to generate the subscriber profile, wherein the subscriber profile identifies characteristics about the subscriber.

53. (Amended) The method of claim [46] 52, wherein the subscriber profile identifies demographic characteristics of the subscriber.

60. (Amended) A method for monitoring a subscribers interactions with advertisements in order to generate a subscriber profile, the method comprising:

monitoring subscriber interactions to advertisements presented;

processing the subscriber interactions in order to define traits associated with the subscriber interactions; and

applying heuristic rules to the traits in order to generate the subscriber profile, wherein the heuristic rules associate the traits to characteristics about the subscriber that are not directly related to the interactions and the subscriber profile identifies characteristics about the subscriber that are not directly related to the interactions.

61. canceled

65. (Amended) The method of claim 60, wherein the traits associated with the subscriber interactions do not identify [raw] specific subscriber interactions.

66. (Amended) [The] A method [of claim 60] for monitoring a subscribers interactions with advertisements in order to generate a subscriber profile, the method comprising:
monitoring subscriber interactions to advertisements presented;
processing the subscriber interactions in order to define traits associated with the subscriber interactions, wherein the traits associated with the subscriber interactions include at least some subset of

viewing percentage per product and brand; and